

Effectively Sharing Evaluation Findings

This tip sheet will help you complete the **Translation, Communications, and Dissemination** section of the Evaluation Plan and Step 6 of the evaluation process.

It is important to plan for translating, communicating, and disseminating your evaluation findings to inform and help your stakeholders and intended audiences use them in a timely fashion to improve, sustain, or make other decisions about the program.



Define Your Audience

When ensuring use and sharing lessons learned, start with defining your key audiences and their needs, interests, and preferences. This may involve talking directly to them, reviewing the information you gathered from Step 1, and doing the following:

- identifying the appropriate, preferred, and commonly used communication channels for your audience
- understanding their values, roles, and needs
- asking for formats or features of products that appeal to them
- discovering their motivations, attitudes, and beliefs related to your topic of interest and project
- acknowledging what is within their sphere of influence
- considering their technical expertise and experience



Use the guiding questions in the **Key Audience, Needs, and Preferences** columns of the Translation Plan table on the last page of this document to help you define your audience. To fill out this PDF, you can type directly into the text fields using a PDF editor or print a copy to complete by hand.

Translate Findings

Next, identify what you want the audience to take away and do with certain information. Remember, evaluation results may not always be expected or favorable but consider how they can still be useful.

Use the remaining columns of your worksheet to plan and develop appropriate products:



identify the key messages that will help you achieve your goal for use and action



tailor the language and format considering the key audience's expertise and preferences, ensuring that reports are culturally appropriate



plan ahead for how and when you will be developing and disseminating the product

Creating Compelling Communications Products

Results can be shared in many forms depending on the audience and setting. Choose a format that ensures the findings are used by the stakeholders. It is likely that multiple formats will be used for one or more audiences.

The following chart describes several communication formats, but this is not an exhaustive list:

Format	Description
Evaluation Summary	Overview of evaluation processes, evaluation questions, and key findings/takeaways
Presentation	A demonstration or speech that highlights the high-level results as relevant for specific stakeholders or to the public health field leading to the discussion of recommendations or stakeholder questions; could be completed in-person or electronically
Newsletter or Press Release	A short publication that provides an update/overview and highlights key findings for a particular audience; could also include a blog post or podcast discussion
One-Pager	One or two-page report including context for program and evaluation and key findings; should be very visual and provide audiences with a high-level view on key take-aways or recommendations
Success Story	Anecdotal or qualitative evidence of a program's success or function; can be presented or embedded in other formats described above
Dashboard	A customized graphical report that is brief and visually appealing; usually accessed digitally and dynamic so that it can be adjusted and shows change over time

Regardless of the format you choose, data visualization can make reporting evaluation findings more efficient, interesting, and digestible. Effective visualization helps audiences understand the information. For example:

- **Use charts** to effectively display data comparisons, data magnitude, or changes in data over time.
- **Use icons or other picture visualizations** to help viewers intake information in a way that is impactful, organized, and easy to digest.
- **Create balanced visual interest** to draw the eye in but keep focus on the most important details. Avoid creating design elements that bring too much attention (i.e., unnecessary call-out boxes or color blocking). Check that all visual interest elements add meaning, rather than just interest.
- **Use dashboards** as a dynamic resource that can be used online. Users with access to Microsoft Office 365 can use Power BI and access free guided learning online. Tableau public is also free to anyone and tutorials can be found online. These resources can help users produce various charts and visualizations, including geographic mapping.



Additional Resources

- *Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide, Step 6: Ensure Use of Evaluation Findings and Share Lessons Learned*, Program Performance and Evaluation Office, Centers for Disease Control and Prevention <https://www.cdc.gov/eval/guide/step6/index.htm>
- *Disseminating Program Achievements and Evaluation Findings to Garner Support*, Division of STD Prevention, Centers for Disease Control and Prevention <https://www.cdc.gov/healthyyouth/evaluation/pdf/brief9.pdf>
- *Evaluation Reporting: A Guide to Help Ensure Use of Evaluation Findings*, Division for Heart Disease and Stroke Prevention, Centers for Disease Control and Prevention https://www.cdc.gov/dhdsp/docs/Evaluation_Reporting_Guide.pdf
- CDC Gateway to Health Information <https://www.cdc.gov/healthcommunication/index.html>
- Data Visualization Resources <https://guides.library.duke.edu/c.php?g=289678&p=1930713>

Translation Plan

Key Audience	Needs	Preferences	Intended Use of Action	Key Messages and Principles
Who is the key audience?	<p>What do they want? What will they want to be able to do? Why?</p> <p>What is their current knowledge, attitudes, beliefs, and behaviors?</p>	<p>What are their preferences for receiving information?</p> <p>What is important to them?</p> <p>Who does the key audience view as a credible messenger?</p>	<p>What do you want to be able to influence or address with them?</p> <p>How do you want the key audience to use the information?</p>	<p>What is the key message you want the key audience to walk away with?</p> <p>How will the information be shared with the key audience? In what format? When will this be shared?</p> <p>What is the best format, method, and timing to ensure timely use, action, or decision making?</p> <p>Who needs to be involved in advancing use and diffusion?</p>



Centers for Disease
Control and Prevention
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Evalu **ACTION**

